

SERVICE, COMFORT, BEAUTY AND REFINEMENT FEATURED IN PLANS OF HOTEL APACHE

Great New Million Dollar Hotel Will Lack No Modern Feature — Detailed Plans Are Brought Here by Chicago Architect

Refinement, modernity and artistic beauty are reflected in every line of a series of detail drawings brought to Phoenix by J. B. Fischer of Chicago, revealing for the first time the details of the architectural construction of the new Hotel Apache, an enterprise which calls for the Class A construction of a nine-story fireproof hotel building on Central avenue between Monroe and Van Buren streets, to be operated under the management of the M. T. Grief Hotel company.

Mr. Fischer is a member of the architectural Chicago firm of Postle & Fischer, designers of the Apache, and a large number of high-class buildings in the middle west. He is rated in his profession as an architect and structural engineer of big caliber—a man who never does things by halves and whose watchword is thoroughness.

J. B. Lund, a mechanical engineer with the firm, accompanied Mr. Fischer to Phoenix, and the special object of their visit at this time is to

study local conditions, to determine the character of certain mechanical construction and co-ordinate the work.

Service and Comfort to be First With the same thoroughness that has characterized the architect's work in laying out the general plans and in working up the artistic embellishment, Lund is tackling the manifold problems of lighting, plumbing, elevator service, heating and cooling, with the result that the completed hotel is destined to be not only a monument of architectural beauty, but a paragon of construction with comfort and service paramount in the thoughts of the designers.

All of which takes time. Much time already has been spent on the architectural features. Much more remains to be spent on working out the mechanics of construction. In this connection Mr. Fischer pointed out: "You can't grow an oak tree from an acorn in a few minutes. We are at present engaged in working out a series of problems which takes time and thought. People sometimes ask me why we do not start immediate construction, and I tell them that the preliminary work must be complete before this work is begun, otherwise much time is to be lost in changing details which should have been previously decided upon. The shortest distance between two points is a straight line, and the straight line in this case is thorough preparation. We are planning the construction of a hotel building that will be a credit to Phoenix for years to come. Our program is being carried out systematically, there is no real delay; the construction work will start as soon as we are prepared to go ahead and not one minute before."

One of the big problems before Mr. Lund is the installation of a cooling system. Taking advantage of the low humidity of the atmosphere in this climate the refrigeration effect will be secured by forcing the air through a series of water curtains in which the water is atomized by special equipment. This process actually forces the water into the air and results in lowering its temperature 28 degrees in the cooling chamber, which means that the air will be delivered to the rooms above at from 10 to 12 degrees below the temperature which ordinarily prevails.

Another special feature will be a refrigeration plant from which will be delivered through a circulating system ice water for every guest room in the hotel, thus doing away with individual water coolers. Every room will be provided with hot, cold and ice water. A two-pipe steam vapor system will be utilized for heating. This system has been used with highly satisfactory results in Chicago and the middle west for the past four years, but its installation in the Apache will be an innovation for this part of the country. The principal advantage of this system is that it permits of absolute regulation of heat at the radiator.

Highest Type Of Plumbing

The bath room fixtures represent the highest type of plumbing equipment on the market. The bath tubs and other fixtures will be of vitreous china ware instead of the usual enameled iron. Every room will be equipped with a shower and an electric curling iron receptacle. All of the bath rooms will have tiled floors and wainscoting. There will be a full length mirror set in one of the doors of every guest room.

Another modern innovation for the Apache will be the servitor service. A receptacle is provided in every entrance door to a guest chamber by constructing the door in such a manner that two convex panels are edge to edge. The contents are reached through a small door on either side. Say the guest desires his clothing pressed. He telephones his order to the desk and it is recorded on an automaticograph with the time. He then places the clothing in the servitor, and leaves the room if he desires without waiting further. The valet calls, unlocks the outer door to the receptacle, without entering the room, takes the suit to the servitor shop, and returns it in due time.

Service To Be Perfect

As a further elaboration of the servitor service each room will be provided with a catalogue containing lists of articles most commonly needed by the traveling public. Each article is numbered and the price marked. To illustrate the service, a traveling man wakes up to find that he has forgotten his safety razor and broken his suspenders. He picks up the catalogue, selects the articles desired, and telephones for them. In three minutes he finds them in his servitor. This magic will be made possible through the establishment of a sort of miniature department store in the hotel in which a large number of articles are stored in appropriate bins.

The floor, roof and walls of the new Hotel Apache will be of reinforced concrete and the building will be absolutely fireproof throughout. The ornamentation designed for the front will be cast into the walls as they are constructed, and to carry out this plan it will be necessary to use plaster casts made from clay models. The sculptors will build their shops in Phoenix, and will spend some time in studying nature in the surrounding country in search of features which will give local coloring to the ornamentation.

Artistic Exterior

The outer walls will be given a pleasing stippled effect by bush hammering and this will be further enhanced by tinting with a soft mellow yellow. In contrast will be the elaborate massed ornamentation consisting of a Moorish overall pattern containing the refinement of the Moorish and the Italian art as interpreted in the Spanish. The entire structure is planned in the spirit of the Spanish renaissance, and this is emphasized in the red imperial tile roofing and the rich hues of the ornamentation which will be in reds, blues and gold. This color scheme will also predominate in the interior decorations. Indian medallions will be placed at frequent intervals to relieve any appearance of bareness to the walls, while numerous balconies with iron railings, including one which will encircle the building at the eighth floor, tend to heighten the artistic effect, while a profusion of growing flowers and hanging greenery from flower boxes will give added charm.

Court A Place of Beauty

The architectural beauty of the building centers in the large central court and lobby. Entering from the Central avenue side, on which the main entrance will be located, the visitor will find himself in a spacious court 52 by 94 feet. Grass plots, flowers, fountains and seats will emphasize the air of homelike elegance and refinement which it is sought to bring out. The central feature will be a large fountain, flanked by two smaller ones. On either side of the fountain occupied by the fountains will be two niches in which will be placed statues of General Miles and General Lawton, who played such a prominent part in the early pioneer history of the southwest, and the subjugation of the bloodthirsty Apache.

On the three sides of the court will be a raised porch ten feet in width, which will be floored with red quarry tile, eight by eight inches in size. From the porch there will be eleven entrances to the lobby.

The Lobby

The lobby will be 40x56 feet. Massive columns, a grand staircase at either end and a sliding glass ceiling which will give an open air effect in the summer will be distinctive features.



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DAIRY TALKS

No. 53 Meeting of farmers with Pacific Creamery representatives at Casa Grande will be held later. Date to be announced--Some questions answered.

The meeting of the farmers of the Casa Grande and Pacific Creamery Co. representatives which was to have been held Saturday at Casa Grande, has been put off until a later date, owing to the heavy rains which made the roads impassable. This meeting will be held later and announcement of the date will be made through "Dairy Talks" in the Phoenix daily papers.

The following letter is typical of several received lately:

Mesa, Arizona, November 24 1919
Pacific Creamery Co.,
Phoenix, Arizona
Gentlemen:
It is very probable that the creameries will close soon on account of no milk production, as the papers claim? If so, do you know of a buyer for 24 good cows and a registered male?
Very respectfully,
E. P. A.

Answer—It is not at all probable that the creameries will close down for lack of milk. It is very true that milk production is very low, and that many cows have been sold, but there are very large herds of heifers which will shortly be producing, and a great number of dairymen are adding only cows that test high in butter fat. A great many dairymen are using the Babcock tester, and selling the cows which do not test up to a high standard. These cows are being sold in many cases to dairymen who run retail milk routes in other parts of the country.

If you really desire to sell your milk herd and if they are cows that will test high as butter fat producers, we have buyers for them, as the demand for really good cows is increasing every day.

Cotton growers are realizing that in order to raise really successful crops they must rotate their crops and carry a dairy herd on their ranches.

We have repeatedly pointed out the fact that there was a shortage of dairy cattle over the entire world and that action must be taken if we are to prevent a real shortage of dairy products. The following letter shows how the dairy industry is looked upon in other localities:

Intelligence Dept.,
Pacific Creamery Co.,
Phoenix, Arizona
Gentlemen:

We are endeavoring to interest the farmers of the San Pedro Valley in the dairy industry, and I have noted with great interest your series of "Dairy Talks" running in the "Republican."

Have you the complete set in pamphlet form? And would it be possible to secure one? Also would you object to reproduction of these articles—or extracts from them—either in our local paper or in the form of circulars, issued by our merchants?

I will greatly appreciate any courtesies you may be able to extend in this matter.

Yours very truly,
STANLEY S. SMITH,
Care Cochise County State Bldg.,
Benson, Arizona.

We are writing you enclosing copies desired with permission to reproduce as desired.

Let this department assist you in getting into the dairy business.

Our farm experts are practical men who "KNOW BY DOING" just how best to care for stock and arrange crops, buildings and all other farm matters. They will be glad to assist any farmer or dairyman free of charge.

Call, write or phone

Intelligence Department

Pacific Creamery Co.

237 North Central Avenue.

ures. The floor will be of Aetco tiling, with various shades of brown, heightened by spots of brilliant red, and with a border of black and brown. Belgian black marble will be used in the wainscoting and for the bases of the columns, and the richness of treatment will be further emphasized in the ornamental iron railings and the sculpture of the ceiling and frieze, all in high coloring of red, blue and gold. Two beautiful Belgian black marble stairways will lead to the mezzanine floor.

All of the business of the hotel lobby will be conducted on the side opposite the main entrance. Here will be found the clerk's desk, the cashier, telephone booths, cigar, stationary and curio shops. Here also will be located the check stand and the entrance to three high speed passenger elevators, which will run between all floors and the roof. In addition to the front entrances, the lobby will be reached by a woman's entrance on Monroe street and opening onto the passageway into the lobby will be located a chocolate shop and a coffee shop.

Palatial Accommodations
The dining room will be located on the north end of the lobby. It will be 24x50 feet in dimensions, with a seating capacity of 118. High panels of oak, finished in a deep rich brown, heavy beam effects for the ceiling with plaster panels of Moorish design and large French windows opening upon a garden to be located on the north side of the building are features calculated to lend charm to a general harmonious effect.

The kitchens and bake shop will be adjacent to the dining room and on the rear side of the building. There will be four store rooms facing Central avenue and two on Monroe street. On the mezzanine floor will be located a loggia open to the air on all sides. This will be provided with seats and during the summer months will provide a cool retreat overlooking the court on one side and the lobby on the other. The women's parlor, writing rooms, a public stenographer and the hotel offices will also be located on this floor. In addition there will be two private dining rooms equipped with special service, making it possible to handle dinner parties and smaller banquets.

On the third floor level will be a terrace overlooking the lobby. When the electrically operated ceiling lights of the lobby are thrown back, a tiled roof will protect the occupants from the direct rays of the sun while copious ventilation will be secured through the opening on which the terrace will be built.

There will be a total of 360 guest rooms in the hotel. On each of the six upper floors there will be 61 rooms, and many of these will be equipped with private balconies reached through French windows. Twelve rooms on each floor will be provided with private sleeping balconies. There will be two large sample rooms on each floor, with a freight elevator between them, thus eliminating any necessity for handling baggage or sample trucks through the corridors. Every corridor will lead to an open balcony.

One of the most noteworthy features of the new hotel will be the roof garden, a part of which will be enclosed and a portion left open.

Employees' Quarters
Special attention will be paid to the accommodations for the hotel employees. There will be rest rooms with a manicure stand, shower baths and lockers for the male and female employees. These will be located on the floor immediately beneath the lobby. On this floor will also be located a barber shop, tailor shop, store rooms, and public lavatories, in addition to the heating, refrigerating and air cooling plants previously mentioned. The apparatus for a vacuum cleaning plant will also be located here.

Fischer and Lund will spend some time in studying local conditions and in working out their plans to meet these conditions. One of the most important matters to be determined is the amount and character of building material which may be obtained locally. It is being found that a large amount of the material to go into the new building can be obtained in Arizona.

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WHAT BECOMES OF OUR MILK

(New York Times)
Estimates made by the United States department of agriculture show how the \$7,905,000,000 pounds of milk produced in the United States annually are utilized. Forty-four and one-half per cent is used as fresh milk for human food purposes, while 35 per cent of the gross supply is converted into butter and 4.5 per cent is made into cheese; another 4.5 per cent is transformed into canned milk, 4 per cent is used in ice cream making, 4 per cent is used in feeding calves and hogs on the farms of origin, and 2.5 per cent is lost in shrinkage and other waste of the dairying industry.

New classes will be organized at the Lamson Business College next Monday, Dec. 1, in Gregg Shorthand, Bookkeeping, Typewriting, etc. These will probably be the last new classes in these subjects until the opening of the mid-winter term, Jan. 6. Classes day and night—Adv.

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